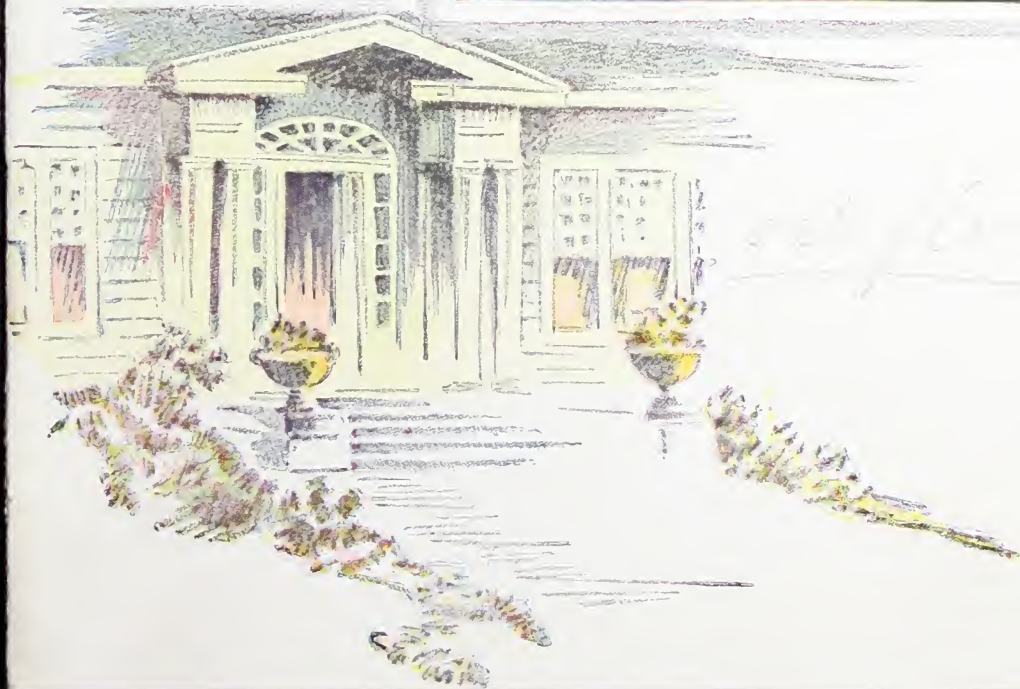
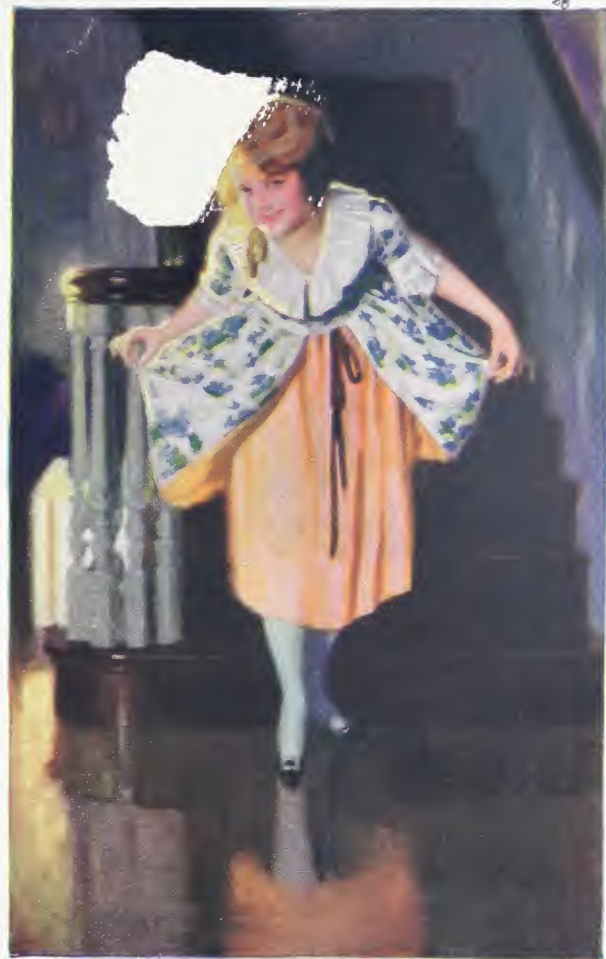


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Just inside
your
Threshold



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E. L. BRUCE COMPANY
MEMPHIS, TENN.

Just inside
your
Threshold



*Suggestions on the selection
and use of the Oak Floor
best adapted to your*

purpose.

E.L.BRUCE COMPANY

Largest manufacturers of Oak Flooring in the world.

MEMPHIS, TENNESSEE



*Just inside your threshold—an inviting, attractive hallway
emphasizes your hospitality.*



FLOORING is the result of a long process of evolution. The primitive floor was of pounded clay, which later gave place to rough slabs of stone. The split log puncheon floor was the predecessor of the rough boards manufactured on the early types of frame saws. The dressed and jointed flooring of our ancestors was replaced by the man-made, tongued-and-grooved floor of the later period.

Why Wood Floors?

1. Because of their ability to insulate heat, wood floors are accordingly warm.
2. A wood floor serves as a non-conductor of electricity.
3. A wood floor is both natural and genuine. It is not a composition material made as a substitute.
4. Wood floors, because of the age of the timber from which they are made, are old, yet, when cared for, always look bright and new.

A Brief History of Wood Floors

In New England, Spruce was the favorite flooring material for a century, finally being supplanted by White and Norway Pine. These softer conifers were later replaced by the Yellow Pine of the South, and more recently, especially in the West, by the Fir and Redwood of the Pacific coast. Although in Great Britain and on the Continent, where they have built well for centuries, native Oak has been employed for flooring material in the better class of construction for several hundred years, up to within the last ten years a floor of Oak in the United States was regarded as a luxury.

It has been demonstrated that Oak, the king of the American forest, constitutes the best material for flooring purposes. Its density of texture makes it practically indestructible through wear; the tannic acid which it contains renders it almost immune to decay, and its





In the living room or library Bruce Oak Flooring makes an ideal background for rugs.



beauty of grain and figure causes it to be regarded as the most desirable flooring material in existence. It takes an excellent finish and, what is equally important, it retains the finish better than any other flooring material.

Oak floors have now ceased to be regarded as a luxury; on the contrary, they have come to be considered as a necessity in every building, from palatial structure to the modest home. Modern methods of manufacture, in which the Bruce organization was a pioneer, are largely responsible for the decreased cost of Oak flooring. The old soft wood floor was but a temporary expedient and the carpet with which it was covered was a dirt-catching makeshift. In reality, hardwood floors are cheaper than softwood floors and carpets, when their greater durability and the lower cost of maintaining cleanliness are taken into consideration.

Your floor is not simply something to walk on—a mere structural detail in your home. It is a part of your furniture—in a real sense,



the foundation of room decoration. It is the first thing your guests see when they enter the room (do you not look where you step?) and the impression created by the radiant warmth of a Bruce Oak Floor is one of hospitality, of comfort, and of refinement.

Your guests, too, can enjoy your Bruce Oak Floors. At evening, when the mood takes you, just roll back the rugs. You do not have to leave home to dance.

Points to Consider in Selecting a Floor

In order to have your floors in perfect accord with the balance of your home, you will want to decide whether they are to be of Red or White Oak, plain or quarter-sawn, and the grade best suited to your purpose and budget. On the following pages are what we hope will prove helpful suggestions to you in determining just what floor will give you the greatest amount of satisfaction.

Red or White Oak Flooring?

In some parts of the country Red Oak Flooring is given preference, almost to the exclusion of White Oak Flooring. In other parts of the country the reverse is true. It is generally conceded that White Oak Flooring has the first call, but that this preference is due to actual superior merit is open to question. Years ago, when floors were scrubbed, it was thought that a white floor represented the very best. White Oak is not actually white, nor is it all light in color.

White Oak does not always appear to best advantage when finished natural. The addition of color, even though it be slight, often proves helpful in bringing out the beauty of the wood.

The appealing, beautiful flesh color of Red Oak is Nature's own.





This \$42,000 home was floored throughout with 13/16x1 1/2" Clear Quartered White Bruce Oak Flooring at a cost of \$785. Had the same grade in Bruce design oak flooring been used in the living room and dining room the cost would have been \$875.



It needs no artificial assistance. Red Oak, when finished natural, is light in color and has just enough depth of color to harmonize perfectly with furnishings of various shades and colors. From a color standpoint there is little difference between White and Red Oak, and this is said with due regard to the general supposition that Red Oak is dark, or that it should be colored to make it appear dark.

For toughness, hardness, strength and general serviceability in flooring, Red and White Oak are equal.

The open pores of Red Oak, after the floor is sanded, will generally absorb more filler than White Oak. Filler forms a root, or base for finish, and the more filler the better and more lasting the finish. Pores of the White Oak are not as open as those of the Red Oak. Red Oak has a wide, sturdy grain and a strong, beautiful figure in the plain-sawn as well as in the quarter-sawn piece, as compared with a tight grain in White Oak, which gives a more or less simple or plain



figure in the plain-sawn. The figure of quarter-sawn White Oak, however, is highly prized.

Plain-Sawn or Quarter-Sawn Oak Floors?

Plain-sawn Oak flooring shows the flat grain of the wood. It affords opportunities for making a beautiful floor, each board possessing its individual figure, so that in the aggregate a floor presents a satin sheen of remarkable beauty.

It is generally conceded, however, that quarter-sawn Oak offers greater beauty than plain-sawn Oak. This is consistently true where Oak is used for interior woodwork or in furniture, and it holds true in flooring as well. Quarter-sawn Oak flooring shows the vertical grain of the wood and the characteristic "flake" that is obtained when the medullary rays (elongated cells extending radially from the center of the log perpendicular to the rings of growth) lie parallel to the surface of the board. These rays are flint-like streaks, clearly visible to the naked eye, in the end of an oak log, radiating from the center outward like the spokes of a wheel. By quarter-sawing the rays are cut edgewise and appear as bright streaks or flakes, often called mirrors, on the board's surface.

Because of its greater beauty, quarter-sawn Oak flooring adds the final touch of elegance to the main living rooms of the home, where its handsome appearance blends harmoniously with the decorative plan.

There is another advantage in quarter-sawn Oak flooring over plain-sawn: All wood expands and contracts more or less with atmospheric and humidity changes; in plain-sawn flooring this occurs in width, while in quarter-sawn flooring the change, though slight, is in thickness. Accordingly, such changes are reduced, in Quartered Oak Flooring, to an almost unnoticeable degree.





The basket-weave pattern in Bruce Design Oak Flooring is particularly well adapted to living rooms.



Tongued-and-Grooved or Square-Edged Oak Floors?

Tongued-and-grooved Oak flooring has become the most popular flooring because it is blind-nailed, *i. e.*, the head of the nail is imbedded in the tongue and thereby concealed. It knits closely together at the side and end joints when laid, and, because of this feature, it has the further advantage of being more easily laid over uneven surfaces.

Square-edged Oak flooring is exceedingly popular in some sections of the country, however, and its use is thereby well founded. Unlike the tongued-and-grooved Oak flooring, in which the nails or nail holes are invisible, the square-edged flooring is nailed through the face and the nail heads covered with putty, colored to harmonize with the floor finish. Square-edged flooring is made only in thin sections $\frac{5}{16}$ of an inch in thickness, and when face nailed will remain perfectly flat regardless of local atmospheric conditions.



Design Oak Floors

*Squares, Herringbone, Basketweave and
Other Patterns*

The most generally used Oak floor is the standard strip floor. Its use has become almost universal because it is easily laid, and will overcome the difficulties presented by uneven sub-floors. In this type of floor, each strip has its own individual beauty of grain, which, in the mass, tends to form a lustrous floor of dignity and charm.

Design Oak flooring, however, offers discriminating home builders an opportunity to exercise personal taste in the selection of patterns in their floors. For a long time, owing to its excessive cost, flooring to be laid in patterns was used only in the most pretentious homes of our large Eastern cities. With the advent of well-planned quantity production, we have been able to place Old World artistry in homes of moderate cost. This means that the builder may now have a floor that is distinctive—that reflects his own ideas as to design—at slightly greater cost than the more generally used strip flooring. The man who is building a residence or an apartment for sale, for rent, or for personal use, cannot overlook these factors, especially so when they are combined with reasonable cost. If he lays no more than one or two rooms with this type of flooring, he is adding materially in investment value.

By using decorative borders in simple patterns of one, two or three strips of flooring of different species and colors, to form a pleasing contrast, the entire room can be set off to a remarkable degree, and the border can be arranged in such a way that the pattern or design will fill out with a minimum of cutting.

There is a wide range of patterns that are easily laid by the use of Bruce Design Oak Flooring.





This \$10,000 home was floored with 13/16x1½" Select Plain White Bruce Oak Flooring at a cost of \$285. If clear plain white oak flooring had been used the cost would have been about \$325. If Bruce Design Oak Flooring had been used in the living room and dining room the cost would have been \$315 on the select grade, and \$355 on the clear grade throughout.



Design Oak Flooring is made in the following sizes:

2¼-inch face: 6¾-inch, 9-inch, 11¼-inch, 15¾-inch and 18-inch lengths.

1½-inch face: 9-inch, 12-inch and 18-inch lengths.

All Bruce Design Oak Flooring is made in the 13/16-inch thickness. It is tongued and grooved, which permits of its being blind nailed. With this variety of sizes, a wide range of patterns may be laid. Your own ideas in design can be faithfully carried out, and when your floor layer completes his work, the floors of your home will not only express your individuality and good taste, but will be a source of everlasting enjoyment to you.

We have a booklet, entitled "Instructions for Laying Bruce Design Oak Flooring," which gives details on how to lay a wide variety of patterns with and without border designs. This booklet, although it is to a certain extent technical and intended primarily for the floor-layer, will be sent, upon request, to anyone interested.

The Thickness of Oak Floors

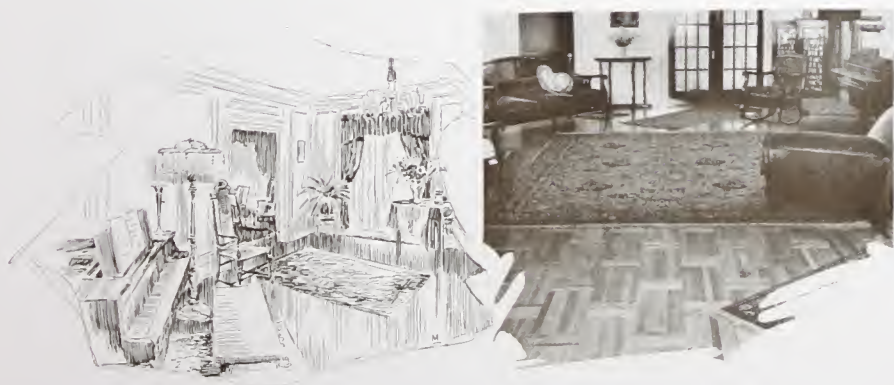
Standard Sizes—13/16, 1/2, 3/8, 5/16 Inch



Oak flooring is made in several thicknesses in order to conform to requirements set by the various purposes for which it is used. Without a doubt the 13/16-inch Oak flooring is preferable for new homes. Because of its rigidity and the larger nails that are used in laying it, it adds strength to the entire floor or frame of the house. In some cases it is necessary to lay Oak flooring directly on joists instead of on a sub-floor; although the use of a sub-floor is strongly recommended wherever it is possible, the 13/16-inch thickness will render very good service if laid directly on studding or joists. Where it is desired to economize, it has been found advantageous to use 1/2, 3/8 or 5/16-inch thickness. This represents a distinct saving in initial expense, provides a floor of proven durability, and with all of the beauty and cleanliness of the thicker Oak floor. In using these sizes, it is essential that a good, sound sub-floor be used, inasmuch as it does not have the strength of the 13/16-inch thickness and will not give satisfactory service when laid directly on joists.

The 1/2-inch thickness is very desirable for use in reflooring old homes or buildings where a substantial floor is required to withstand heavy duty and where the 13/16-inch thickness would not be practical because of raising floor levels, with a consequent readjustment of doors and interior woodwork. The 3/8-inch thickness is very popular and desirable for the reflooring of old homes, and its use is explained in a later chapter.

The square-edged flooring is made in one thickness only—5/16 of an inch—and it is used for reflooring old homes, or over a sturdy, tongued-and-grooved sub-floor in new homes.



The basket-weave pattern in Bruce Design Oak Flooring has become one of the most popular of design floors.



In the more personal rooms Oak Floors are the natural preference of the most fastidious, fitting in as they do with every dainty detail dear to the feminine heart.



Narrow or Wide-Face Oak Flooring?

Standard Sizes— $2\frac{1}{4}$, 2, $1\frac{1}{2}$, $1\frac{1}{3}$ and $\frac{7}{8}$ Inch

One of the fine points in bringing out beautiful floors is to take advantage of certain types of flooring best suited for a particular space or condition. In small rooms of homes or apartments, narrow flooring will make the rooms appear much larger because of the optical illusion produced by the greater number of strips.

One of the advantages of the narrow-face flooring is that color blending and matching by the floor layer is accomplished with a great deal less manipulation than with the wider face flooring. The narrow face will retain just enough of the figure of the wood to make it blend easily with the pieces adjacent to it; and then, too, defects which are found in the select and common grades, such as sapwood, which is lighter in color, and other slight discolorations, are not nearly so noticeable in the narrower face. Even in the clear grade the narrower face



will show the same improvement. The slight difference of texture and color in narrow flooring tends to produce a mosaic appearance.

The laying of the narrow-face Oak flooring requires more nailing and produces what is often termed "laminated construction"—many pieces or layers knit together—giving greater strength and holding power than obtainable through the use of wider face flooring. Because of the greater flexibility in the narrow strips, it is easy to make real tight joints with narrow-face flooring without extra nailing. And because of this greater ease in laying, the extra cost of labor is not large. More nails are required with the narrow face, but the quantity is not an appreciable item. When floors are sanded by machine, there is practically no extra cost for sanding and finishing over and above the cost of a wide-face floor. If hand-scraped and sanded, there may be a little extra labor, depending on the kind of sub-floor and the character of the laying.

The price of the narrow-face flooring is usually less per thousand feet. In certain grades the saving in cost of the flooring will offset entirely the extra cost of laying and finishing. We are sincerely of the impression that the narrower face makes the finest floor.

There Is a Grade of Oak Flooring for Every Purpose and in a Wide Price Range

Standard Oak Flooring Grades Are Clear, Select, Number One Common and Number Two Common

The CLEAR grade of Oak flooring is the highest grade produced. It is practically free of imperfections.



The pattern in squares of Bruce Design Oak Flooring is pleasing for dining or living rooms.



This \$16,000 home was floored with 13/16x2 1/4" clear plain white Bruce oak flooring at a cost of \$465. If the same size in clear quartered white oak flooring had been used in living, dining and reception rooms, the cost would have been \$545. If Bruce design oak flooring had been used in living room and dining room in clear plain white grade, the total cost would have been \$525, and in quartered clear plain white about \$600.



The **SELECT** grade of Oak flooring is the second grade and has in it minor defects that do not detract materially from the appearance of the floor. Another difference between the **Clear** and **Select** grades rests in the fact that the latter admits of boards showing sapwood.

The **No. 1 COMMON** grade is the third grade of Oak flooring. It will make a fairly well-appearing floor when properly finished, and if the floor layer uses judgment and a little extra time in laying out his floor, he can usually make the **No. 1 Common** floor an attractive piece of workmanship. Finishing this grade in a darker color will minimize the discolorations and produce a floor that gives the appearance of a higher grade.

The **No. 2 COMMON** grade is the fourth grade and admits of defects of all kinds, yet it will, with proper handling, produce a serviceable floor. With a dark finish, many of the defects are not so noticeable,



and, in this way, an inexpensive Oak floor may be used for rooms where a floor of higher cost is not justified.

It should be borne in mind that the lower grades possess the durability of the higher grades, but, because of appearance alone, they do not measure up to what is required for the better grades. Defects include tight knots and discolorations that affect the appearance of the floor only—not its durability.

Variety in Oak Flooring

A home laid with a selection of different sizes and, possibly, grades of Oak flooring is a more attractive home. Design Oak Flooring or Quartered Strips for the living room and halls, narrow strips in plain-sawn Oak for the dining room and bedrooms—clear grades could be used for the former, while select or common grades could be used for the latter, if desired. Many attractive combinations may be worked out in this way and it can be further varied by the use of different colored stains and finishes.

It quite often happens that in building smaller or less expensive homes Oak flooring is desired, but, because of the general mistaken impression that all Oak flooring is very expensive, the builder reverts to a substitute. Other builders, who face the problem of putting an Oak floor in a home with a limited appropriation, have advantageously used a combination of grades so as to bring the total cost within the set limit. The combination can be worked out after the appropriation has been set. For instance, the Clear grade could be used in the living and dining rooms, while the Select grade could be used in the balance of the rooms. Or, if this did not come within the appropriation, Select grade Oak flooring might be used to advantage in the main living rooms, with No. 1 Common in the back halls and bedrooms.

Upon inquiry the builder might find that Red Oak was less expen-





In the substantial home Bruce Oak Flooring is used as a matter of course, because it is thoroughly in keeping with the builder's knowledge of what is essential to a well-built, permanent home.



sive than White, or vice versa, and so use a combination of colors as well as grades and sizes, thus giving each room a touch of individuality.

Comparative Cost of Using Bruce Oak Flooring

In order to give a comparative idea as to the cost of laying and finishing Oak floors, we have shown, under the photographs of homes in this book, costs for floors in various grades. The prices mentioned are those charged by a floor-laying contractor. Your local floor-laying contractor can give you actual figures on your individual requirements.

Putting New Life in the Old Home With a Modern Oak Floor

In your present home you can enjoy the charm of Bruce Oak Flooring!

Nothing tends to depreciate the homelike atmosphere more than old



worn floors which have become dingy and scuffed through years of wear. For covering your old floors, $\frac{3}{8}$ -inch Bruce Oak Flooring is especially recommended.

Instead of endless cleaning and sweeping—a constant task with the old-fashioned softwood floor and its dust-laden carpet—a Bruce Oak Floor requires the least possible attention. There can be no accumulation of dirt in its smooth expanse of polished surface; no more dragging of carpets into the open; no more beating, hauling and stretching to get them back into place again.

Right over the old floor, one room at a time if more convenient, lay $\frac{3}{8}$ -inch Bruce Oak Flooring, which is made for modernizing home interiors. It affords just as lustrous and beautiful a surface, the same ability to harmonize with your furnishings and hangings as the heavier types of Bruce Oak Flooring that are used in new homes.

Bruce $\frac{3}{8}$ -inch Oak Flooring is made in two face widths, $1\frac{1}{2}$ inches and 2 inches. As in the case of $\frac{13}{16}$ -inch flooring, used in new homes, the narrower face makes the better floor as to beauty and service. The cost of covering old, worn floors with $\frac{3}{8}$ -inch Bruce Oak Flooring will not exceed that of a carpet to cover the same space, and would be less costly than almost any good piece of furniture. The work can be done quickly and with very little disturbance to the household.

Why Specify Bruce Oak Flooring?

—*Because:*

Careful selection of Oak lumber from America's finest producing districts assures that Bruce Oak Flooring is made from superior raw material. It is estimated that sixty per cent of the best and most suitable timber for the manufacture of Oak flooring is located within





At a cost of \$640 this \$35,000 home was floored with 13/16x1 1/2" Clear Plain White Bruce Oak Flooring in all rooms. If Clear Quartered White Oak had been used downstairs and plain-sawn white oak upstairs, the cost would have been about \$700, or if Bruce design oak flooring had been used in the living room and dining room in plain-sawn the total cost would have been \$725, and in quarter-sawn \$785.



a radius of two hundred miles of the Bruce flooring mills at Little Rock, Arkansas; Prescott, Arkansas; and Memphis, Tennessee. Fine hard Mississippi Valley Oak is used in making Bruce Oak Flooring.
—Because:

Seasoning of the raw material at the Bruce mills is an exacting science. We early realized that the proper conditioning of the lumber was a vital essential to making flooring that would "stay put" after being laid. Every scientific and practical device, together with technically trained dry-kiln operators, combine to season the lumber in the way that will afford utmost satisfaction.

—Because:

Uniformity of manufacture is necessary if the flooring is to lay easily and without the annoying squeaks that occur in flooring that is not carefully machined. Due to this uniformity Bruce Oak Flooring can be laid with practically no waste. Bruce Oak Flooring is made in daylight mills of brick and concrete construction, built especially



for the purpose. Bruce workers are skilled craftsmen, who take keen interest in the product they turn out and delight in making better material. The grades of Bruce Oak Flooring are uniform because of an efficient re-grading system, so that in buying a particular grade you are sure of getting the grade you pay for.

Colors and Stains

While the popular method of finishing Oak floors is to leave them in their natural color, any desired effect can be obtained. Oak floors take any color or stain and many pleasing results are gained in this way. We have a special book on the subject of finishes that will be sent on request.

Pertinent Suggestions

Ask your lumber dealer to quote you prices by the room on whatever grade of Oak flooring you have in mind. This will give you a much better idea of the actual cost than if he quotes you by the thousand feet, board measure.

See that your sub-floor is reasonably level before the Oak floor is laid over it.

See that your floor-layer nails down all loose boards in the sub-floor, thus assuring you a sound floor that will remain quiet.

Bruce Oak Flooring may be readily identified by the name impressed in the back of each piece and the blue seal on every bundle. Insist on these identification marks, as they are your surety of enduring satisfaction. Should any question arise on which you are in doubt, it will be answered carefully and promptly if you write the Service Department of E. L. BRUCE COMPANY, Memphis, Tennessee.





The Cedar-lined clothes closet provides a place where your garments can hang on regular hangers, at the same time being protected against moths and dust.

Eliminating Moth Worries

Are Your Stored Garments Easily Accessible and Ready for Wear?

It is estimated that ten thousand tons of wool are ruined in the United States every year by moths. Tennessee Aromatic Red Cedar, judiciously used, repels moth attack and solves what has long been a nerve-racking problem for housewives.

It is a fact that clothes moths attack all types of garments and fabrics containing wool, including carpets and upholstery. They even go so far as to eat furs and the bristles on brushes. The damage they do in this country alone would run well into millions of dollars each year.

The adult moth does no damage directly. It is said that the adults have no mouths; when mating has been accomplished and the female has laid her eggs, the adult winged moths die.

The female of this species flutters about unnoticed until she finds some dark place where woollens are stored—a closet perhaps, a box or a trunk. Instinctively she lays her eggs where food will be at hand when her offspring are hatched. Wool being the best food for moth grubs, it is usually the place selected by the female moth for depositing her eggs.



When hatched the moth worm has an enormous appetite. It eats many times its weight every twenty-four hours, at which rate a moth hole in a garment grows very rapidly, and if these worms are not disturbed in their quiet depredation they will fairly riddle a garment in a few weeks' time.

The heartwood of Tennessee Aromatic Red Cedar is strongly aromatic—a pleasing odor which is not only repellant to adult moths, but is destructive to the newly-hatched grub when an article of clothing is placed in such a closet after moths have deposited their eggs among the fibres. This has been proven by U. S. Government experiments. The odor is due to a pale-colored volatile oil that is present in the pores of the wood.

From time immemorial Cedar has held a leading place in the arts and crafts as a wood of strength, beauty and utility. The ancients knew the value of Cedar as a preservative, and distilled an oil from the wood which they used for preserving their books from moths and dampness.

And Now—The Cedar Closet

In Colonial America, Aromatic Red Cedar was extensively used for linen chests and wardrobe closets. The beautiful Red Cedar of our Southern forests was extensively used to line the closets of fine old Southern mansions. It was the custom to have, in addition to the clothes closets, linen chests in each bedroom. These linen chests were also made of Red Cedar, and to this may be traced the present use of Red Cedar chests.

The chest, however, has its limitations. It is best suited for storing linens and articles that will stand being packed, tightly folded. For garments that should be hung, the clothes closet or wardrobe is essential, and this should be lined with Red Cedar. Garments then have the advantage of being deposited or stored in a receptacle of Aromatic Red Cedar which is moth deterrent—a thing of beauty and character—to the care of which the lady of the house may safely leave dainty





Cedar'lined linen closets are a desired appointment in the modern home.

garments, gowns and furs which she would hesitate to crush into a chest or deposit haphazard in an ordinary closet.

Here, then, is the thing that every woman has been looking for; garments hung in order on regular clothes hangers, each readily accessible for use at any time, no creasing or mussing, and with the protection against moths that only Cedar can give.

We call it Cedar'line.

Bruce Cedar'line provides the means of lining any closet with Tennessee Aromatic Red Cedar. It is a product of the Sunny South, a true Red Cedar, with a real perfume that is a gift of Nature and reminiscent of the great outdoors. It has a most artistic grain and color, which makes the Cedar'line closet a thing of beauty as well as utility.

Cedar'line is produced on special machines in tongued-and-grooved form, which can be blind-nailed (so the nail heads will not show) like Oak flooring. It is end-matched so that the end joints are as tight as the side joints, thus making it possible to install Cedar'line with little or no waste for cutting to special lengths, as would be necessary were the material not end-matched.

Cedar closets must be tight to prevent the escape of the odor which acts as the destructive agent. End-matching the material makes the tight joint possible, and for this reason it is decidedly to your advantage to use Cedar lining that is not only tongued-and-grooved on the



sides but on the ends as well. Notice the careful end-matching on Bruce Ceda'line. The idea of preparing Aromatic Red Cedar in this form for lining closets originated in the Bruce organization. Large production and modern methods have placed Ceda'line within reach of every home-builder.

*Ceda'line May Be Installed in the Closets of
Old or New Homes*

Ceda'line is available to you for the closets of your home, whether you contemplate building a new home, or for your present home. Any carpenter can readily line your closets with Ceda'line so that, when finished, they will be a delight to the eye as well as a thing of great practical utility. For the man who is handy with tools and enjoys doing things for himself we have prepared a leaflet giving detailed instructions for installing Ceda'line. We will gladly mail copies of this leaflet on request.

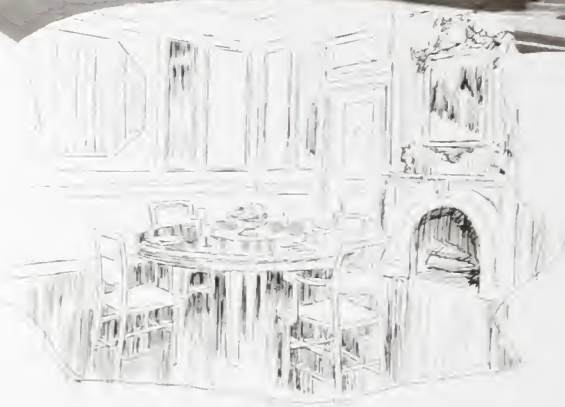
Converting the clothes or linen closets into Aromatic Red Cedar closets or wardrobes is not expensive. Your nearest lumber dealer will gladly give you a quotation on the amount of Ceda'line required for as many closets as you desire to line. When they are so lined you will have, without taking additional space in the room, Tennessee Aromatic Red Cedar closets, which are infinitely better than chests and capable of doing everything that a chest will do, and more.

In building a new house the labor cost of lining a closet with Ceda'line is about the same as for lining it with ordinary lumber, or lath and plaster, neither of which have any particular beauty, and much less utility than the cedar closet. Should you at any time desire to sell a house which has Ceda'lined clothes and linen closets, it will bring a better price and sell more readily than the house not so equipped. The Ceda'line closet is an economy. In fact, it is an investment in lasting satisfaction and freedom from moth worry. The cost of one fine garment ruined by moths will more than pay for Ceda'line for every clothes closet in your home.





These houses, selling at \$5,200, were floored throughout with No. 1 Common Bruce Oak Flooring at a cost of \$165.00 each. Had select grade Bruce Oak Flooring been used the cost would have been about \$18 additional. To floor the living room in design oak flooring and balance of the house in select grade would have cost about \$195 complete.



Insist on lining with tight joints. It is well to put Ceda'line over a heavy thickness of tarred building paper, as this helps to retain the odor within the closet.

To finish the corners use Bruce Red Cedar quarter-round, which will add much to the appearance of the closet, as well as close all corner joints. For the floors $1\frac{3}{16}$ " thick Bruce Cedar flooring may be used.

And finally, when you have your closets built, keep the door closed. This keeps all the aromatic odor where you need it. A small, attractive bronze plate, to be used on the door of each of your Ceda'line closets, requesting that the door be kept closed, will be furnished without charge, if you will write E. L. BRUCE COMPANY at Memphis, Tenn.

You can always identify the genuine Bruce Ceda'line by the name impressed on the back of each piece, and the orange and black label on each bundle.

Bruce Ceda'line and Bruce Oak Flooring are made with the permanent satisfaction of the ultimate user always in mind. Had it not been for this policy it is doubtful if we could have gone from the bottom of the industry to the top, as we have, in a period of less than fifteen years.

MEMBER
OAK FLOORING MANUFACTURERS ASSOCIATION



THIS SEAL ON OAK FLOORING
YOUR ASSURANCE OF SATISFACTION